

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

AD# 2913-C2 REQ # M51633 "MARK & DOG" Pg. 4/C BLD(8-1/2 x 11-1/4) NATIONAL MAGAZINE 1997

You can switch down
to lower tar
and enjoy smooth,
satisfying taste.

Got that right!



You've
got
MERIT

© Philip Morris Inc. 1997
Double 1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.
Lights 1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.
Full Flavor 1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



B. CREVEN/Y.L. LARSEN/M. CAUFIELD/E. DOWD